



**LINCOLN**  
**ON**  
**METAL**  
**SILK AND**  
**PAPER**

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CULTIVATING THE COLLECTIVE  
INSTINCT IN CHILDREN

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# Lincoln on Metal, Silk and Paper

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**P**ROTECTION and Savings are the two magic words which open the doors to Security and Plenty. Nature has anticipated these needs and endowed each individual with certain instincts which make their attainment desirable. The Insurance Salesman who provides a means of protection, and presents a sound plan for practicing thrift, is working in harmony with the unseen, but vital forces, which direct the destinies of mankind. It is very fortunate that he does not have to supply that inner urge which creates the demand for protection and advises one to provide for a rainy day. The science of insurance is the discovery and systematizing of the methods by which the protective instinct can be served to the best advantage.

Thrift, which is indispensable in any plan of protection, is also of innate origin, but it fades out very early in life unless it is nourished and cultivated. The tendency to save is called the collective instinct, and its strength in youth may be observed by taking an inventory of any boy's pocket. Certain animals still rely upon this primary instinct for self-preservation, and men might profit were they as diligent in preparing for their own long period of non-production, which comes in the winter of their lives. There are many practical ways in which the instinct to collect or save may be encouraged in youth and continued throughout the years that follow.

**B**ANKING INSTITUTIONS have done much to invite boys and girls to save, and public schools are now supplementing their efforts with School Savings Departments. Insurance Companies which have not solicited business, to any great extent, from those under age, are recognizing the value of keeping the collective instinct alive. When applications for insurance are made, the habit of saving should have been established. One of the causes of the lapsed policy may be traced directly to the fact that thrift has never been promoted in youth and it is difficult to revive an instinct which has also lapsed.

Money as a medium is not necessary to cultivate the collective instinct in youth, but often things of little monetary value may be used to keep alive the desire to save. Anything from stamps to bird's eggs has served this purpose, and success has greeted many men because they learned to collect, arrange, and catalogue some of the apparently worthless items which they gathered in childhood.

It is the purpose of this discussion to set forth some of the practical ways in which interest may be aroused in the name, Lincoln, not only among the Home Office group and field men, but especially in the child life everywhere about us. As early as the year 1909, the one hundredth anniversary of Lincoln's birth, there had been listed 487 collectors of Lincoln items. In the past twenty years this number must have been more than doubled, and one collector today is said to

have a collection of Lincolniana valued at a million dollars. President Arthur F. Hall has long been a collector of valuable Lincoln items, and The Lincoln National Life Insurance Company is now in the process of preparing a worthy Lincoln exhibit to be ready for display on the twenty-fifth anniversary of the Company in 1930.

## Coins, Medals, Plaques, Statuettes

Any child may start a collection of Lincoln metals by observing the date on the Lincoln penny he has in his pocket. The penny bearing the profile of Lincoln was first issued in 1909 and each year since that date Lincoln pennies have appeared. When one has obtained a penny for each year, he will want the Illinois Centennial half-dollar issued on June 1, 1918, which bears the likeness of Lincoln. If he is still interested he will try to collect Lincoln medals and medallions, of which over 1,000 different designs have been listed. One company gave away in essay contests last year 8,000 medallions bearing a likeness of the Volk-profile of Lincoln. A short time ago a city newspaper gave 2,500 bronze medals of Lincoln to boy and girl winners of essay contests conducted in its city schools. The winners of these and other Lincoln medals already have a good start for a general collection. There also is the possibility of building the metal collection to include bronze plaques, busts, and statuettes, of which there is a large number.

## Stamps, Currency, Government Paper

Most boys, sometime in their lives, have been interested in collecting stamps. A Lincoln stamp collection may be started with a one-cent postal card bearing the profile of Lincoln, taken from the original bronze plaque by Pickett, now owned by The Lincoln National Life Insurance Company. There is one postal printed in red and another printed in green. Lincoln stamps have been issued in the following denominations: 2c, 3c, 4c, 5c, 6c, 15c, 25c and the \$1.00 Lincoln Memorial Stamp. Some of these denominations have had many different issues, one as many as ten. There is also an opportunity to expand this collection of government impressions by collecting obsolete Lincoln paper money. Between the years 1860 and 1865 there was quite a large distribution of this money, mostly in denominations of fifty cents and one dollar.

## Prints, Cartoons, Drawings, Paintings

Boys and girls are keen on collecting pictures. Portraits of prize fighters and actresses have been issued in many series to satisfy this craving. It is difficult to estimate the number of Lincoln portraits which have been released; one collector has gathered 1,100 engravings, etchings, paintings and lithographs

on this subject. A child might start with a picture clipped from a newspaper and eventually secure some of the original prints. The cartoons of Lincoln printed at the time of his nomination and during the Civil War make a collection of great interest. The famous lithograph series of this period offers many pictures of rare value. The pen and ink drawings can be numbered by crediting at least one portrait of Lincoln to every one who has aspired to be an artist. Further effort in this field would lead one into the realms of miniatures and paintings where fortunes are spent for a single exhibit.

### **News Items, Pamphlets, Books**

If one collects all the news items about Lincoln which are called to his attention he would soon have a very large scrap book. The great number of broadsides printed from the time of Lincoln's nomination up to date have never been estimated. Articles in magazines and periodicals are without number. When we consider the pamphlets and books which have Lincoln for their theme the number seems almost impossible. Over 3,500 titles dealing with Lincoln subject matter exclusively have now been listed. Lincoln biographies have been printed in English, German, French, Italian, Spanish, Russian, Greek, Danish, Finnish, Japanese, Chinese, Hebrew, Yiddish, Portuguese, and many other languages and dialects. Every penny spent for a Lincoln book is a good investment. The remarkable increase in the prices of out-of-print Lincoln books is but an indication of what a collection of Lincolniana will be worth a few years hence.

### **Buttons, Badges, Pennants, Banners**

A boy is always interested in badges, and his coat is usually decorated with some emblem which he wears simply for the purpose of display. A Lincoln button may start him off on collecting these inexpensive souvenirs which have been issued by the thousands. He may become interested in collecting silk badges used at the time of the Lincoln-Hamlin and the Lincoln-Johnston campaigns. Of more interest are the many designs of memorial badges used at the time of Lincoln's assassination and burial. These were issued in many of the towns through which the funeral train passed enroute from Washington to Springfield, Illinois. The anniversary occasions celebrating some of the incidents in Lincoln's life have also been productive of many souvenirs of this type. Banners and pennants are also available if this collection is to be complete.

### **Programs, Stationery, Calendars**

The opportunity for gathering printed specialties which feature Abraham Lincoln is unlimited. One might start with programs which range from the simple school announcement of the observance of Lincoln's birthday to the very costly favors prepared for banquet occasions. The historical postal card is not only of value as an item in a collection, but the whole illustrated life of Lincoln from the Log Cabin

to the White House makes a very instructive exhibit. Hundreds of companies and institutions in America are using the name Lincoln in their firm title. Their letterheads make an interesting collection. One may develop this phase further by obtaining some of the rare envelopes used during Lincoln's administration on which there is now a premium. We hesitate to suggest the collection of Lincoln calendars, as every boy is pretty well trained in this game already. I have before me just now one issued by Hotel Lincoln in Havana, Cuba, and I would expect one could get quite a collection even in Europe.

### **Sayings, Stories, Poems, Music**

Every child is familiar with some of Lincoln's words, and on every hand one finds quotations credited to him. A Lincoln scrap book would help to collect these items as well as the stories which he told. A boy or girl might be ambitious enough to have three scrap books, one for his speeches and quotations, another for his jokes, and still another for poems about him. In this last class there have been thousands of attempts to honor him in verse and several volumes of Lincoln poems are on the market. Those who are poetically inclined might like to continue their collection still further and gather some of the many Lincoln songs of the campaign days. A large number of these were printed in the form of sheet music.

### **Autographs, Letters, Manuscripts**

It is doubtful if the boys and girls can take a very large part in the collection of Lincoln autographs, letters and manuscripts, as the present price placed upon them is prohibitive. A collection of signatures of those associated with Lincoln might be made at no very great cost. Those who served with him in the thirtieth congress, first convening in 1847, might make a good beginning. Another list of those who traveled the circuit with Lincoln in Illinois would be interesting. The members of his cabinet and close associates during his administration would make a valuable collection. The signatures of Lincoln found on bank checks, telegrams, military orders, discharges, etc., are occasionally discovered. Some Lincoln letters are to be found, one selling in a New York auction room in December for \$11,750. But few manuscripts of Lincoln now remain outside of the public depositories.

### **Curios, Relics, Personal Belongings**

It would be impossible to catalogue all the curios, relics, and personal items which have become valuable through their association with Abraham Lincoln. Cradles, cabins, books, furniture, wearing apparel, etc., have combined to make this one of the most valuable collections of items in America. Most of these exhibits are now housed in museums.

While this entire subject has been approached with the object in view of interesting children in collecting Lincoln items, the fact must not be overlooked that some of the most prominent men in America are enthusiastic collectors of Lincolniana.

# Start the Children Collecting Lincolniana

## SUGGESTIONS

### COINS

As soon as the 1929 Lincoln pennies are issued give one to every boy who will come to your office.

Give a dollar to the first boy who will bring you all the pennies from 1909 to 1929.

Make a standing offer to exchange two pennies each for one bearing the date of 1909.

### PICTURES

Have a picture contest with a prize for the one who brings into the office the best exhibit by a certain date.

Offer a prize for the best original drawing of Lincoln in pencil or pen, by a boy or girl in the community.

### BADGES

Secure a batch of Lincoln buttons to distribute among the boys in the community.

Provide silk ribbon prizes bearing the portrait of Lincoln for any type of contest which might be conducted by school or scout groups.

### BOOKS

Offer a prize for the best Life of Lincoln made from newspaper clippings.

Present a Lincoln book to the boy or girl who has the largest number of Lincoln books and pamphlets in his collection.

Recognize in some way the boy who has the earliest printed Life of Lincoln.

### CLIPPINGS

Plan a scrap book contest among the school children, keeping in mind the different kinds of information about Lincoln that might be gathered.

Offer a prize for the twelve best short Lincoln quotations, or the best Lincoln jokes.

### SIGNATURES

Have a signature hunt in your community. Search for autographs of Lincoln or his associates.

Present copies of the Gettysburg Address or the Bixby Letter to successful contestants.



Home Office Building of The Lincoln National Life Insurance Company, Fort Wayne, Indiana.